

# Camp Quality



## POSITIVITY FOR LIFE

2021 Annual Report

## CONTENTS

- 04 Who We Are
- 08 From Our Chairman
- 10 CEO Round Up
- 12 What We Do**
  - 14 Our Programs
  - 16 Our Services
  - 18 How We Add Up
  - 20 Recreation Programs
  - 26 Hospital Programs
  - 28 Puppet Programs
  - 30 Services
  - 32 Meet The Munroe Family
  - 34 Our Impact
- 36 A Positive Year**
  - 38 People & Culture
  - 40 Our Volunteers
  - 42 Brand, Marketing & Communications
  - 44 Our Fundraising
  - 46 Board & Governance
  - 50 Safety & Compliance
  - 54 Financial Report
  - 56 The Oranges Toolkit
  - 58 Acknowledgements
- 62 Ways You Can Help**

Camp Quality acknowledges the Traditional Custodians of the lands where we work, live and play. We pay our respects to Elders past, present and emerging, and celebrate all Aboriginal and Torres Strait Islander peoples and their ongoing connections to the lands and waters of Australia.

THAT'S  
US. ↗

CAMP QUALITY BRINGS FUN,  
BACK INTO THE LIVES OF

OUR SERVICES AND  
BUILD **OPTIMISM** AND  
COMMUNITY, EDUCATION  
FOR **KIDS** (0-15) DEALING  
DIAGNOSIS, OR THE  
OR PARENT, **EVERY**

↗  
CHAMPIONS!

WE'RE PROUD TO HAVE  
**QUALITY OF LIFE** FOR KIDS  
AND THEIR FAMILIES,

POSITIVITY AND **LAUGHTER**  
KIDS FACING CANCER.

PROGRAMS HELP FAMILIES  
**RESILIENCE** THROUGH  
AND FUN. WE ARE THERE  
WITH THEIR OWN CANCER  
DIAGNOSIS OF A SIBLING  
STEP OF THE WAY.

IMPROVED THE **QUALITY**  
IMPACTED BY CANCER,  
FOR ALMOST 40 YEARS.

↗  
IT'S WHAT  
WE DO!

OUR PURPOSE

TO POSITIVELY IMPACT  
THE **QUALITY OF LIFE**  
FOR KIDS FACING CANCER.

Camp Quality not only lifts the moods of kids and families through fun and play, we fundamentally leave them better off. We provide reconnection to family and society; experiences and activities that build resolve; respite for those who need it; and the chance for kids to feel like kids again. Our services and programs enhance the quality of life for all involved.

OUR PROMISE

TO **CREATE A FEELING**  
OF BRIGHTNESS,  
OPTIMISM & POSITIVITY.

We lift the spirits, conviction, resilience and quality of life for everyone we interact with. Each interaction with our organisation is designed to lift people's spirits. The quality of life for our kids and families depends on them being able to cope with the trauma of cancer, have moments of normalcy, and the courage to keep fighting.

# A YEAR OF POSITIVITY IN CHALLENGING CIRCUMSTANCES

I t is with great pleasure that I welcome you to our Annual Report, which provides a review of Camp Quality's significant achievements and some of the new initiatives that we established in 2021.

As we are all aware, it has been a tumultuous time for the world and there have been continuing restrictions on various activities due to the ongoing COVID-19 pandemic, which forced us to continually rethink how to best service our kids and families.

In a challenging, but ultimately successful, year we continued to innovate and to streamline our services and systems to be nimble and effective. This meant providing resources where they were most needed in an efficient, cost-effective and inclusive manner. We learned to cater to the 'new normal' of work conditions and to make sure that our staff and volunteers could work productively and safely under difficult circumstances.

Financially, we have performed exceptionally well. We sought out, and implemented, new ways to attract revenue for a better return on investment with fundraising initiatives and campaigns that maximised the team's efforts. This enabled us to direct \$2.6m or 61% more funds into services and programs. I am very pleased to report that, despite the prevailing conditions, we exceeded our 2021 Budget and ended the year with a surplus (please refer to page 54 for full financial details). The Board and I are extremely proud of our Chief Executive, Deborah Thomas, and the entire team, who have worked very hard and made this happen as seamlessly as possible.

This positive financial outcome has enabled us to expand our services and programs to provide an increased range of face-to-face and online support to our kids and families across Australia. Over the past 12 months we have increased our Child Life Therapists to five full-time positions in NSW and Victoria. We are hoping to grow this service further as families tell us it is an essential support service, particularly at the time of diagnosis.

Our Cancer Education Program received significant government support, from longstanding partner Queensland Health, and Health NSW and Regional NSW, who helped us to expand our reach into rural and regional areas of NSW. And whilst some camps had to be rescheduled to 2022, due to ongoing COVID restrictions, we were able to increase attendance at our retreats for families in desperate need of a break. As well as these face-to-face programs, our online presence grew substantially.

At the end of 2020 we formed the Child and Youth Cancer Alliance, a partnership between Camp Quality and Canteen. This alliance combines the expertise, resources, and services of both organisations to more effectively and efficiently support families impacted by cancer. The Child and Youth Cancer Alliance aims to provide a continuum of cancer services for children and young people (aged 0-25 years) to ensure they have the support they need throughout the cancer experience.

Camp Quality and Canteen realised that, by working together as a service-based alliance, they could minimise costs and make the best use of generously donated funds.



By sharing resources, services and expertise, the two organisations can expand their support while avoiding duplication.

Of course, all our services can only happen with the generous support of our donors, and we are very grateful that individuals, philanthropic organisations and our corporate partners continued to give despite economic uncertainties. As pandemic conditions changed unpredictably from state to state, the Camp Quality team continued to adapt and innovate, even when face-to-face hospital visits and outdoor gatherings were impossible. We took pride in being there, and supporting kids and families affected by cancer, despite all odds.

I would like to take this opportunity to thank our volunteers, our staff, our families and our donors. It was through their continued support that we managed to achieve the wins we did in 2021.

I would also like to extend thanks to our Board members who continually support the whole of Camp Quality, and in particular the management team, strategically, financially and, most importantly, with their time – the most valuable contribution of all. A big thank you to Dr Amanda Rischbieth, who is stepping down this year due to other commitments, and has provided valued support and advice to our organisation during her tenure as a Non-Executive Director and Chair of the Audit & Finance Committee.

There were many learnings throughout 2021 and into 2022, and we are now facing the year ahead with confidence and a strengthened belief in the company's ability to adapt, innovate and excel, which makes me so proud. The priority has always been to keep our kids safe and to look after their mental wellbeing, whether that be in person or online. We are committed to continuing that service and proving that laughter is the best medicine, one smile at a time, which I know warms everyone's heart – especially mine!

**KIM JACOBS AM**  
Chairman, Camp Quality

# CEO ROUND UP

**T**he year started with great optimism across the team at Camp Quality as we believed the worst of COVID-19 was behind us and we could return to the 'new normal', which included a full suite of our face-to-face programs and events, along with the new online services we developed in 2020.

Boy, was I wrong, as 2021 turned out to be even more disruptive and challenging than the previous year. Fortunately, we were in a good place with several new digital initiatives already underway, as well as a can-do attitude across the entire organisation. It's this positivity that has enabled us to expand our services, as well as achieve a record year in fundraising revenue.

As a team, we learned a lot during the first year of the pandemic. We pivoted quickly to offer many new digital services, as well as look for new ways to support our kids and families as schedules and lives were turned upside down by restrictions and closed borders.

In 2021, we expanded our hospital programs to increase the number of Child Life Therapists (CLT) in children's hospitals in Sydney, Melbourne and Newcastle. Many parents tell me how grateful they are for this service, which helps kids understand and cope with often scary or painful cancer treatments. We plan to continue to expand this service even further in 2022, with the addition of a second CLT at John Hunter Children's Hospital, to meet the needs of an increased number of children under 15 years of age presenting with cancer over the past 12 months.



MEET  
DEBORAH



This year has also seen the final stage of redevelopment for the Cancer Education Program presented by the Camp Quality Puppets.

The program, which KPMG assessed as delivering a social return on investment of over \$5 for every dollar spent, has undergone a significant review (please refer to page 34). Prior to the July restrictions, we piloted our updated program and additional puppet characters across several schools in regional New South Wales, thanks to the generous support of the Gandel Foundation and the New South Wales government. The work continued into this year as we updated teachers' resources and hired the internationally acclaimed staging and puppeteering company A Blanck Canvas to reimagine the Camp Quality Puppets for the future. Watch this space.

It's not only our puppets who have been reimagined. You may have already noticed that this report features a fresh, new version of our much-loved Giggle logo. Towards the end of 2021 we began work on an exciting next chapter for our iconic brand. Working with Frost\*collective, and our families, volunteers and staff, we embarked on a project to understand the essence of Camp Quality and re-create it for today's world. The design of this year's Annual Report is the first look at this more inclusive, vibrant, refreshed face for Camp Quality. We hope you love it as much as we do. It will be officially launched in July 2022.

Another initiative that was updated in 2021, and set to be expanded this year, is our respite program. We found that many kids were in dire need of a break from cancer and a chance to reconnect as a family. With a number of our camps unable to go ahead, due to COVID-19, we diverted some of the funding to expand the number of families accessing our retreats. We currently have four retreats in operation and are in the process of locking in another six, to accommodate the great demand for respite across the country.

An achievement we are particularly proud of is the formation of the Child and Youth Cancer Alliance in partnership with Canteen. Working together at CEO, Executive and Board levels, we collaborated to expand services for kids, teens, young adults and their families to provide more support to everyone aged 0-25 dealing with a cancer diagnosis.

In 2021 the alliance co-created the Parenting Through Cancer platform, an online community for people to connect with others facing similar challenges.

We also set up a counselling service for Camp Quality parents to access free, specialised support, and help them deal with the mental wellbeing challenges associated with a cancer diagnosis.

In March 2022, we opened the Hunter Cancer Hub, at the shared office of Canteen and Camp Quality in Kotara, NSW. One of the difficulties for many families when they are facing cancer, is trying to find the relevant services for their specific needs. Many are shunted from one organisation to another, which can be stressful as well as time consuming. The Hub will hopefully make access to the right services a lot easier for the Hunter community. Congratulations to the Newcastle team on this initiative and a very successful launch. This is just one example of our people collaborating with other charities to create more effective and efficient use of donor funds.

We managed to achieve a surplus in funding this year, with a significant portion of funds raised unable to be spent on our face-to-face programs; mainly camps and our Cancer Education Program. Not only have we planned to return to a full suite of programs in 2022 that will surpass our pre-COVID levels, we have also committed nearly \$2m of additional funding to ensure all of the rescheduled programs from 2021 can be delivered as well. This will see Camp Quality deliver a record year in programs and support for kids and families.

I take this opportunity to acknowledge and thank our incredible staff and volunteers who stepped up to the plate. Plus, a huge thank you to our generous donors, amazing ambassadors and incredible partners. It's also been a great pleasure working with our premier partner, ALDI Australia, as we celebrated the second year of our partnership.

I would also like to thank our Board, who helped steer Camp Quality through more than two years of unchartered waters. Importantly, a heartfelt thanks to our precious kids and families. Supporting you and your family is a joy for us. It is a privilege to be part of such an extraordinary group of kind-hearted and generous people. Thank you all for your support in helping me lead the entire Camp Quality family.

**DEBORAH THOMAS**  
CEO, Camp Quality



OUR SERVICES AND PROGRAMS

# WHAT WE DO!

We were determined to be there for families facing cancer during the continuing pandemic. In fact, 2021 saw a doubling of COVID-safe Fun Days, Family Camps and Kids' Camps (including Virtual Camps) from 2020, even though lockdowns and COVID-19 impacts were still being felt across the country.

We continued to tweak and improve our digital initiatives, understanding they are there for the long-term. Due to their extended reach and impact, virtual services will continue to run alongside face-to-face programs in a post-COVID environment, extending our reach into regional and rural areas to be there with our kids and families at every step.





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THESE WEEKENDS ARE FAR MORE THAN A JOLLY UP. THEY PROVIDE SUCH A COLOSSAL MENTAL HEALTH BOOST FOR FAMILIES GOING THROUGH THE TOUGHEST TIME OF THEIR LIVES.

CAMP QUALITY MUM

# OUR PROGRAMS

Camp Quality programs provide fun, education and community through Camp Quality-run events, available to our registered kids and families.

## RECREATION PROGRAMS

We recognised the value of giving kids and families a break.

- \* **Kids' Camps**, for children diagnosed with cancer and their siblings, are filled with fun and optimism. It's a chance for kids to be kids again and make friends with other children who understand what they're going through.
- \* **Family Camps** enable the whole family to enjoy quality time together and reconnect. They are a chance to build a supportive community with other families facing cancer.
- \* **Kids Impacted by a Carer's Cancer (KICC)** programs include **Kids' Camps**, **Family Camps** and **Family Fun Days** for children 0–15 years dealing with a parent's cancer diagnosis.
- \* **Family Fun Days** and **Family Experiences** are one-day events that create happy memories not centred on illness.
- \* **Retreats** offer a precious break for families when group programs are not possible, and for families experiencing the toughest stages of the cancer experience, such as palliative care or bereavement.
- \* **Virtual Camps** are live-streamed, online entertainment experiences, bringing the fun of camp to kids isolated by cancer and their siblings.

Camp Quality offers programs and support in the heartbreaking case of bereavement and can also assist with funeral costs.

## HOSPITAL PROGRAMS

We continued to find innovative ways to deliver distraction and laughter to kids in hospital despite COVID restrictions, with increased Child Life Therapy sessions and our Beads of Courage Program.

- \* **Child Life Therapists** provide medical-play techniques that build understanding, resilience, and empowerment to support kids undergoing cancer treatment.
- \* The **Beads of Courage Program**, at Randwick Children's Hospital and John Hunter Children's Hospital, provides kids with unique beads to track their courageous cancer story.

## PUPPET PROGRAMS

We stayed committed to our much-loved puppet programs throughout a turbulent 2021, and made sure children were connected virtually.

- \* Our **Cancer Education Program** visits primary and preschools to deliver cancer education that dispels myths. Independent assessment shows that performances by the Camp Quality Puppets decrease bullying, absenteeism, and mental health issues. Our **Cancer Education Digital Program** is available to schools via live-streaming platforms.
- \* **Puppet Playdates** are visits from our puppets to kids in hospital, providing therapeutic laughter and fun. **Puppet Digital Playdates** are online versions of these interactions live-streamed via a child's personal device.
- \* **Teacher Resources** include lesson plans and activity worksheets that continue age-appropriate cancer education after a Camp Quality Puppet school visit.

# OUR SERVICES

We aim to be there for kids and families 24/7. Therefore, our digital resources and counselling services are accessible whenever and wherever they are needed.

## COUNSELLING

Parenting is hard enough without dealing with a cancer diagnosis as well.

- \* The [Parenting Through Cancer](#) website gives parents access to a supportive online community and useful resources. We also provide a free telephone counselling service for parents impacted by their own cancer diagnosis, or their child's.

## DIGITAL RESOURCES

Our apps and website are full of positivity and are always accessible.

- \* The [Kids' Guide to Cancer](#) app is a valuable tool for parents to help answer the most common questions children have about cancer in a safe, interactive and educational way.
- \* The [New Normal Navigator](#) app gives parents of diagnosed children the resources to help them adjust to 'a new normal' on returning home from hospital. We are currently in the process of refreshing the app in order to provide updated information and advice.
- \* The [Happiness Hub](#) section of our website is home to Camp Quality's exclusive kids' activities, stories read aloud, and cancer education puppet videos.



# HOW WE ADD UP

Once again, we moved our support to where we could provide the greatest impact. Here is a breakdown of how we helped bring positivity and fun to our kids and families.

## CAMP QUALITY 2021 STATISTICS

**9,108**

kids were registered for our services and programs.

**4,114**

families impacted by cancer were registered for Camp Quality support.

**1,122**

volunteers were registered with Camp Quality.

## NEW SERVICES AND PROGRAMS STATISTICS (2021 ONLY)

**384**

kids enjoyed our six interactive live-streamed Virtual Camps.

**311**

hours of free counselling support were provided to parents via Parenting Through Cancer since the launch of the service in April.

**1,250**

downloads of our educational app, *Kids' Guide to Cancer*, upon its re-release in October 2021.

**1,568**

students watched one of 34 live-streamed shows from our **Cancer Education Digital Program**, beginning in schools mid-2021.

## STATISTICS OVER THE LAST FIVE YEARS

**1,192**

hospital visits were made by our puppets to paediatric oncology wards across Australia, despite COVID-19 restrictions in 2020 and 2021.

**5,289**

hours of support were provided by Child Life Therapists at five children's hospitals for kids undergoing cancer treatment.

**4,449**

kids facing cancer attended 112 Kids' Camps across Australia.

**1,694**

families impacted by cancer attended 159 Family Camps.

**9,922**

kids and 4,318 families attended 193 Family Fun Days.

**17,762**

kids and 8,978 families enjoyed one of 730 Family Experiences.

**515,970**

students watched our puppets perform at 3,472 schools and preschools across Australia through the **Cancer Education Program**.

**577**

families had a break from cancer at one of our respite Retreats.

## CURRENT AUSTRALIAN CANCER STATISTICS

In 2020 and 2021, COVID-19 impacted the number of kids and families able to attend face-to-face programs. Our funds were redirected into increasing Child Life Therapy positions in hospitals from part-time to full-time, offering more Retreats, and providing digital services such as Virtual Camps, Puppet Digital Playdates and live-streamed Cancer Education Program shows. The current statistics for Australian children impacted by cancer are:

In 2021 it was estimated

**851**

kids aged between 0-14 years of age were newly diagnosed with cancer.<sup>1</sup>

Approximately

**16,000**

kids aged between 0-15 faced a parent's or primary caregiver's cancer.<sup>2</sup>

1. Australian Institute of Health and Welfare (AIHW). 'Cancer Data in Australia' web report. Accessed August, 2021: <https://childrenscancer.canceraustralia.gov.au/about-childrens-cancer/statistics-childrens-cancers>

2. Statistic provided by Canteen, February 2022



#### RECREATION PROGRAMS

# CAMP CAN DO!

Camp Quality was able to find a way to be there for families facing cancer during the continuing pandemic. In fact, 2021 saw a doubling of COVID-safe Fun Days, Family Camps and Kids' Camps (including Virtual Camps) from 2020, even though lockdowns and COVID impacts were still being felt across the country.

At the beginning of the year, we were hopeful that we would be able to deliver even more services than we had pre-pandemic, in 2019. With funding from ALDI, and additional funding rolled over from other partners, we had planned Family Programs in all states and territories.

However, new COVID variants and returns to lockdown were particularly hard for our kids with compromised immune systems due to cancer treatment. Many were forced to enter a higher level of isolation to stay safe.

In 2021 we had over 9,000 children facing cancer registered with Camp Quality. Unfortunately, only 469 children were able to attend a Kids' Camp, due to the limited numbers that we could run as a result of COVID health restrictions.

Thirteen Kids' Camps were held across the country in 2021 (as opposed to five in 2020). We were able to hold 22 Family Camps for a total of 218 families (as opposed to 10 camps for 109 families in 2020), and 32 Family Fun Days for a total of 618 families (as opposed to 17 Family Fun Days for 397 families in 2020).

The safety of all was paramount with our limited return to face-to-face program delivery – but that certainly didn't stop the fun. Feedback from staff and volunteers about the upgraded safety plan, which now includes COVID-19 guidelines, was positive and understanding.



#### FAMILY CAMPS

# 1,120

attending family members from 218 families across 22 camps.

#### FAMILY FUN DAYS

# 3,143

attending family members from 618 families over 32 days.

Whilst activities and meals took a little longer with the new COVID-19 procedures, everyone felt safe, and were just happy to be able to feel the joy again of being on a giant swing or shooting an arrow at a bullseye.

After the successful pilot of Virtual Camps in 2020 for three of our regions, we rolled out a total of six programs to the entire country. We were able to see a further 314 children participating in the online version of our camps, and receiving the wonderful 'Camp in a Box', generously delivered door-to-door by DHL Express, that ensures they have all the supplies they need for the day – with a few extra fun bits!

#### **Registered families in 2021**

The total number of families registered nationally increased slightly from 2020 (422 new families including KICC versus 392 in 2020). However, as we have still been unable to visit hospitals (due to restrictions placed on visitors) during this period, the expectation is that this should increase when visits are resumed.



## RECREATION PROGRAMS

# SUPPORTING KIDS IMPACTED BY A CARER'S CANCER

WE CALL IT  
'KICC' FOR  
SHORT

When a child has a parent or carer who is diagnosed with cancer, they can miss out on the simple fun of childhood. That's why Camp Quality is continuing to build on and develop services and programs tailored to the needs of children and families who have a parent or carer with cancer.

#### **Registered families in 2021**

By the end of 2021, 1,140 KICC families were registered with Camp Quality, giving support to 2,177 children aged 0–15 years old impacted by a primary carer's cancer.

#### **Fun, respite and support for KICC families**

Despite COVID-19 restrictions and lockdowns impacting the number of recreation programs provided to KICC children and their families, 2,051 KICC family members were able to participate in a Camp Quality Camp or Fun Day, or visit a Camp Quality Retreat in 2021.

There were four **KICC Family Camps** held in 2021, which provided 42 families (179 family members) impacted by the diagnosis of a parent or carer time to reconnect and share the ongoing experiences they face with other families.

Nearly 200 (195) children aged 7–13 attended one of our five **KICC Kids' Camps**, where they had the opportunity to make friends in a similar situation, take a break from what can be a frightening reality, and have some fun. And 40 KICC kids also participated in a **Virtual Camp** in 2021, which provided the fun, positivity and connection of a camp experience online, in the midst of COVID-19 lockdowns.

Almost 1,500 (1,482) KICC family members enjoyed a special day at a **Family Fun Day** or **Family Experience** and had the chance to reconnect as a family, make new connections and enjoy memorable activities together.

And 155 KICC family members attended a **Camp Quality Retreat**, giving them the chance to relax, unwind and make positive memories, during the most difficult stages of cancer.

The **Cancer Education Program**, presented by the much-loved Camp Quality Puppets, helped create supportive school communities for 104 children across Australia who had a parent or carer facing cancer in 2021.

Further support was offered to Camp Quality KICC families through our educational **Kids' Guide to Cancer app**, one-on-one **Puppet Digital Playdates** and the **Happiness Hub** website. Parents and carers with a cancer diagnosis were also able to access the **Parenting Through Cancer** website, as well as the **free telephone counselling service** for professional advice and support.



**Retreats**

Camp Quality continued to be there for families who couldn't attend camps by expanding our Retreats beyond only those facing palliative care and bereavement, to families who were going through the toughest times.

Parents need support, whether that is dealing with a child's cancer diagnosis or their own. Our Retreats have long provided a huge wellbeing boost, as well as time for parents to rest and reconnect as a family. Their importance continued to grow during COVID-19 when we were unable to host families on group camps. Without the benefits of our camps and fun days, many people were at breaking point. Retreats enabled us to send single families, who were in dire need of a break, away together while still observing government health guidelines.

**RECREATION PROGRAMS**

# QUALITY TIME

It is essential for families impacted by cancer to have the chance to relax away from the intensity of the cancer experience. Our Retreats are designed for families in all stages of their cancer experience. This could be remission, post-treatment or dealing with bereavement, and it's often the first time a family has had a holiday together since diagnosis.

It is a chance for families to reconnect, to relax, to create memories, or remember a loved one.

*Retreats are located in Coffs Harbour and Salamander Bay (NSW), Warrnambool (Vic.) and West Beach Caravan Park (SA), and are set to further expand nationally in 2022.*

**In 2021 a total of 92 families attended our Retreats with 207 children aged 0-15 getting to enjoy quality time with their family.**

**SALAMANDER BAY RETREAT, NSW**

Our beautiful retreat at Salamander Bay provided 21 families going through the most difficult stages of cancer, or bereavement, with a five-night stay to reconnect with each other and rest. Use of this incredible property is provided to Camp Quality through the continued generosity of the Trust Fund of the late Joan Margaret Petersen.

**98 people attended**  
**39 children 0-15 attended**

**WARRNAMBOOL RETREAT, VIC**

Twenty-two families enjoyed a four-night stay in Warrnambool when they needed it most. There's now a plaque at the Warrnambool camp site to recognise the great relationship between Camp Quality and our local Rotary Club supporters who supply the funding to provide this service.

**86 people attended**  
**40 children 0-15 attended**

**COFFS HARBOUR RETREAT, NSW**

The BIG4 Park Beach Holiday Park is a popular spot with our families. Fourteen families had a four-night stay at the retreat located in the park. Thanks to our ties with the local community, we could provide families with great experiences at no cost, including a visit to the nearby Big Banana.

**63 people attended**  
**31 children 0-15 attended**

**WEST BEACH RETREAT, SA**

Our Retreat at West Beach Caravan Park in SA provided a much-needed break for 35 families. This beautiful retreat, which is supported by BIG4 West Beach Parks, comes with a lagoon swimming pool, play equipment, go-karts, and games room. It enables our kids and families to have a holiday and create positive memories together, not centred on sickness.

**186 people attended**  
**97 children 0-15 attended**



### HOSPITAL PROGRAMS

## AT THE BEDSIDE

Camp Quality was committed to continuing support for children going through cancer treatment in hospital, despite the postponement of many face-to-face services on children's oncology wards.

One of the first initiatives was to increase Camp Quality-funded Child Life Therapy positions. Helping children bear the unbearable, these skilled practitioners provide procedural and mental health support and child advocacy through developmental play and education. Their practice integrates seamlessly with the medical and nursing teams to help get children through complex and impactful therapy.

Research has shown these vital roles reduce the stress associated with treatments, as well as reduce the need for anaesthesia and pain intervention. The techniques and education provided to children and families help both in and out of the hospital environment, with ongoing support through the most difficult of times.

Camp Quality is in discussions with several hospitals about increasing Child Life Therapy positions into 2022 and beyond.

“

**THE SUPPORT OF CAMP QUALITY IMPROVES OUR PATIENTS' LIVES, SUPPORTS THEM DURING THEIR TREATMENT AND PROVIDES GIGGLES, LAUGHTER AND TREASURED MEMORIES DURING TIMES THAT CAN BE DIFFICULT AND ISOLATING.**

**DR KRISTY MCCARTHY (MBBS, BSC HONS,  
DIP CHILD HEALTH, MASTER PALLIATIVE CARE)**

- \* In Victoria, Camp Quality funding increased to support a full-time Child Life Therapy role at the Royal Children's Hospital and a full-time position at Monash Children's Cancer Centre.
- \* In NSW, we continued to support a 0.5 part-time role at the Sydney Children's Hospital, Randwick and a 0.5 part-time position at the Children's Hospital at Westmead.
- \* Funding was also increased at the John Hunter Children's Hospital in Newcastle to a full-time role.
- \* The funding of the Beads of Courage Program at Sydney Children's Hospital, Randwick was continued in 2021.

## SHARING THE LOVE



The 'Beads of Courage' are provided to kids by our Child Life Therapists at each milestone of a child's cancer experience. Over time, children collect beautiful strings of symbolic beads sometimes stretching many metres long. (Read Charli's story, below.)

Currently 312 children are enrolled in the Beads of Courage Program, which celebrated its sixth anniversary in March 2022. Thank you to our generous philanthropic community who enable these incredible programs.

Faye Hollands saw the deep impact the Beads of Courage can have when her daughter Charli was diagnosed with acute lymphoblastic leukaemia in May 2020, aged just 9. Charli faced many complications, including being in a wheelchair for three months.



### MEET CHARLI AND HER BEADS OF COURAGE!

“

**WHEN CHARLI WAS FIRST GIVEN HER BEADS OF COURAGE POUCH AND SAW ALL THE BEAUTIFUL BEADS SHE COULD COLLECT, HER EYES LIT UP – WHICH WAS PRETTY INCREDIBLE GIVEN HOW SICK SHE WAS. OVER THE LAST SEVEN MONTHS SHE'S COLLECTED SO MANY BEADS, AND REALLY LOVES HELPING THE WARD STAFF PICK THEM OUT. CANCER KIDS GO THROUGH SO MUCH, AND ARE PRODDED AND POKED ALL THE TIME, SO BEING REWARDED WITH BEADS THAT SHOW HOW BRAVE YOU ARE IS SOMETHING THAT HAS MADE THE DAILY STRUGGLES MORE BEARABLE FOR CHARLI.**

**FAYE, CHARLI'S MUM**



### PUPPET PROGRAMS

## SPECIAL VISITORS

Camp Quality Puppet Programs consist of our Cancer Education Program in schools and online, and entertaining Puppet Playdates in both hospitals and virtually. In 2021, with ongoing face-to-face program interruptions due to COVID-19, the team pivoted, once again, to ensure we could deliver much-needed cancer education in schools. The team quickly adapted the live performance of *Caring Friend* into a digital show, offered to early learning centres and lower primary classes via live-streamed video. Feedback from schools who received a digital performance was extremely positive. In December 2021, Camp Quality signed off on sketch concept designs, ahead of a prototype build for new puppets in 2022. They will include a refreshed and modernised Kylie, Dean and Mel – as well as three new characters!

In April 2021, Camp Quality set out to develop a suite of brand new educational resources. The objective was to position ourselves as a leading and credible health education program, and establish Camp Quality as a trusted source of cancer education for kids aged between 0-15 years.

“

**THE ACTORS WERE USING LANGUAGE THAT THE CHILDREN UNDERSTOOD, AND WERE ABLE TO GET RESPONSES FROM THEM WITH LAUGHTER AND SMILES.**

TEACHER

The project began with the recruitment of a Health Promotions Officer, and a detailed audit of Camp Quality's existing resources conducted by More Space for Light. This process would reveal a need to produce content for educators that is informative, on-brand and, most importantly, aligned to the Australian Curriculum.

Through consultation with health professionals, curriculum specialists, school staff, parents/carers and children, the Teacher Resource Pack was established. The pack includes teacher lesson plans, classroom activity worksheets, booklets, and fun educational videos.

The teacher lesson plans are designed to complement Camp Quality's Puppet Programs and feature four key learning modules that focus on the emotional and social impact of a child facing cancer. All learning modules are aligned with the Early Years Learning Framework, Australian Curriculum and state-based curriculums. The plans are further enhanced with five interactive classroom activity worksheets. It's a fabulous way for children to learn and interact with our brand.

2022 will see the rebranding and redesign of our 'Talking About Cancer' booklet, a guide for school staff and parents/carers to help support a child impacted by cancer in the school community. The final element will include a catalogue of fun and educational videos for children featuring our new puppets.

We look forward to the Teacher Resource Pack being rolled out into early learning centres and primary schools across Australia in early 2022.



## SERVICES



### KIDS' GUIDE TO CANCER APP

We launched a redeveloped version of the *Kids' Guide to Cancer* app in October 2021 and continued to roll this out to kids and families throughout 2022. The new version of the app was developed with the expertise and kind support of our Innovation Partner, Fujitsu.

Available for free on the App Store and Google Play, the app features updated content and a refreshed look and feel, including all new illustrations and animations. The purpose of the app is to provide age-appropriate cancer education to kids by answering common questions about cancer, busting myths, and providing information on the different types of cancer, treatments, and the roles of people involved in the cancer experience. It is aimed at kids impacted by either their own diagnosis, or the diagnosis of a loved one. It also includes information on how kids can help loved ones who have been diagnosed with cancer.



### CAMP QUALITY'S HAPPINESS HUB

Our amazing online portal for information and activities offers hours of entertainment.

Happiness Hub provided much-needed activities at home for Camp Quality kids and families, as well as the broader community, throughout 2021. Over 51,000 people visited the site for kids' activities, puppet fun and more, and Happiness Hub YouTube content achieved over 419,000 views.

Campfire Storytime was our most popular section with 20 new stories read aloud on video by children's authors such as Josh Langley and Maggie Hutchings. *The Forever Kid*, by Elizabeth Mary Cummings, tackled the complex issue of grief from a child's perspective and was shared as part of our Camp In live entertainment.

Many of the stories came from new content partnerships with Big Sky Publishing and New Frontier Publishing, who also provided books for our Campfire Storytime book giveaways. These competitions generate many new leads for the Marketing & Communications team, helping them to continue telling our Camp Quality story to new audiences.



CHILD AND YOUTH CANCER ALLIANCE

# BETTER TOGETHER

#### What is the Child and Youth Cancer Alliance?

The Child and Youth Cancer Alliance is a partnership between cancer charities Camp Quality and Canteen – combining their expertise and resources to expand services to support parents impacted by cancer.

#### What is the goal of the Child and Youth Cancer Alliance?

The alliance aims to provide a continuum of cancer services for children and young people (0-25) impacted by cancer, and to ensure parents with a cancer diagnosis, and parents of children with a cancer diagnosis, have the support they need throughout the cancer experience.

#### Why was the Child and Youth Cancer Alliance formed?

Camp Quality and Canteen realised that by working together as a service-based alliance, they could minimise costs and make the best use of generously donated funds. By sharing their resources and expertise, the two organisations can provide more services and programs to children, teens and young adults while avoiding duplication.

#### Have Canteen and Camp Quality worked together before?

In an informal way Camp Quality and Canteen have worked together for many years and have always respected each other's work. The Child and Youth Cancer Alliance formalises this alignment of ideals and puts structure around their joint initiatives.

#### Will other organisations be joining?

In the future, the Child and Youth Cancer Alliance would welcome other like-minded charities to further combine services, expand expertise and avoid duplication in the cancer sector. There is plenty of scope to grow the alliance and better serve families affected by cancer.

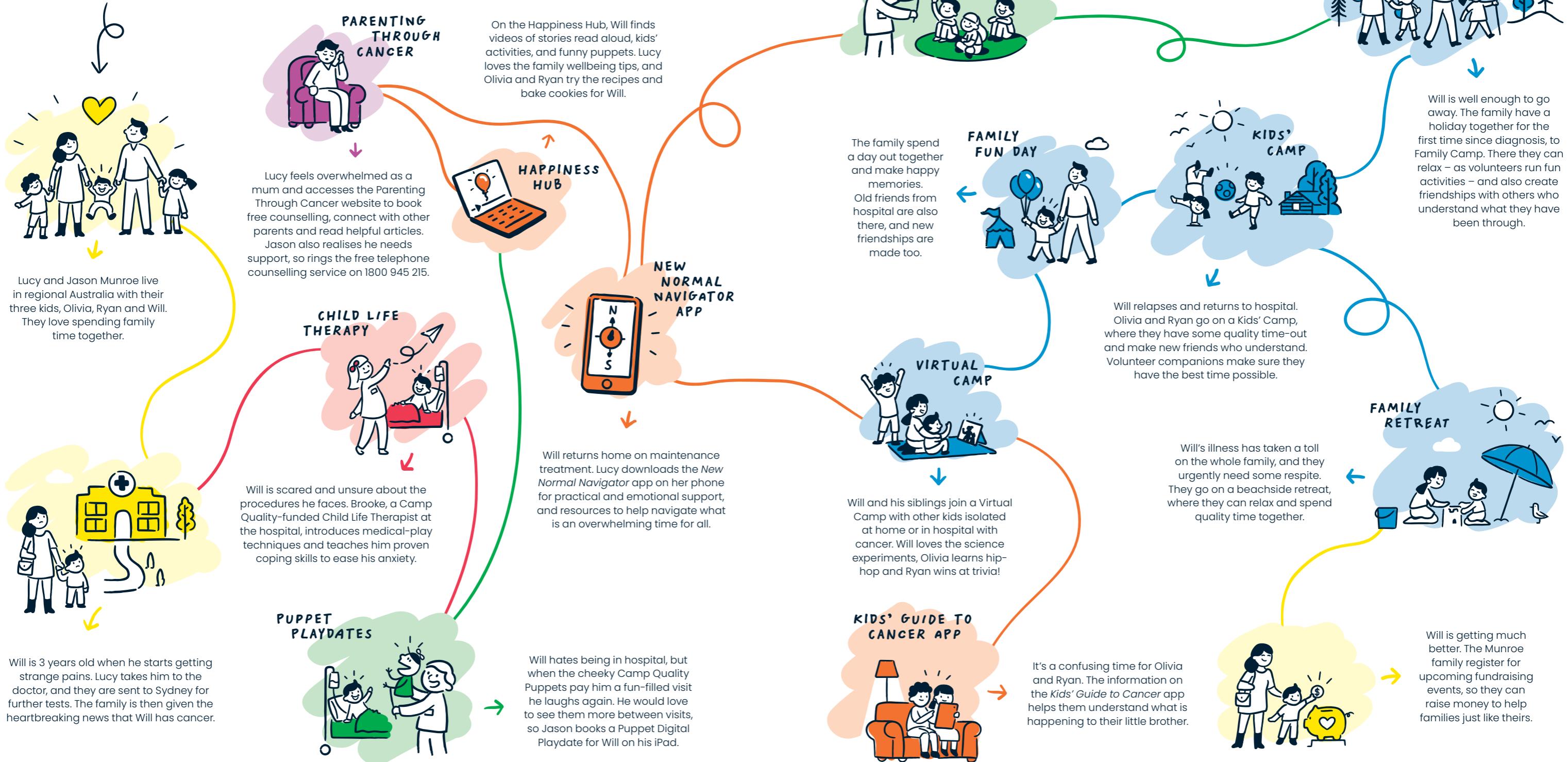
#### What is the first project?

The Parenting Through Cancer website is the first combined service of the Child and Youth Cancer Alliance, providing an online community for parents going through similar experiences to connect with each other. Parents of children, teens and young adults 0-25 can also access free professional telephone counselling sessions. They can find relevant and trustworthy information about coping with cancer as well. Specific resources for parents of younger children will increase over the coming months.

MEET THE

# MUNROE FAMILY

The journey of a family impacted by childhood cancer, and how Camp Quality can help – every step of the way.



# OUR IMPACT

## MEASURING OUR IMPACT

Camp Quality is committed to continuous improvement of our services and programs. To understand and independently measure the impact of our education programs and camps, Camp Quality has worked with KPMG on two research studies. This was to measure the social return on investment of the school program, as well as the impact of the camps on our kids and their families.

## CANCER EDUCATION PROGRAM

Camp Quality's Cancer Education Program continues to deliver incredible impact in school communities across Australia. The social impact was measured in 2020 across four key areas:

- \* **REDUCTION** in school absences
- \* **IMPROVED** mental health
- \* **REDUCED** bullying
- \* **IMPROVED** productivity

Camp Quality conducts regular surveys following performances at schools across Australia in order to continuously monitor and improve the impact of the Cancer Education Program.



THE PUPPET SHOW WAS A MASSIVE CONFIDENCE BOOST FOR MY CHILD WHO IS A CANCER SURVIVOR. THE KIDS IN HIS SCHOOL BECAME AWARE OF WHAT CANCER AND ITS SIDE-EFFECTS ARE, AND THE KIDS STOPPED MAKING REMARKS ABOUT HIS 'CHEMO' TEETH AND UNDERSTOOD THAT IT WAS A SIDE-EFFECT OF CHEMO AND NOT BAD HYGIENE. THE EDUCATIONAL PUPPET SHOWS EVEN GAVE HIM THE CONFIDENCE TO SHOW HIS SCARS WHICH, UP UNTIL THE SHOW, HE WAS EXTREMELY CONSCIOUS ABOUT.

CAMP QUALITY MUM

### The need:

Inadvertent bullying as a result of misinformation about cancer, including whether it was contagious, was found to be prevalent in many pre-schools and primary schools. This included young children who had a parent, grandparent, or other family member with cancer. In the case of children diagnosed with cancer who returned to school after treatment, more than 30% self-reported bullying.

### The results:

- \* **502%** Social Return on Investment
- \* **FOR EVERY DOLLAR SPENT** on our Cancer Education Program there is an estimated **\$5 OF SOCIAL BENEFIT GENERATED.**
- Key highlights:**
  - \* **AVOIDED MENTAL HEALTH EXPENDITURE:** the number of visits to a healthcare provider for mental health issues over one year decreased by 60% in children who have/had cancer, 38% in siblings and 33% in kids impacted by a carer's cancer. This saved \$4.6m in expenses for the treatment of mental health issues.
  - \* **REDUCED SCHOOL ABSENCES:** children with cancer attended 6 more days of school per year, their siblings 2 days, and offspring 13 days. This avoided \$1.3m in lost learning benefits.

- \* **INCREASED FUTURE INCOME FOR CHILDREN** who attended the program: adults who were bullied earn between \$70-\$200 less per week. The program reduced the instance of bullying across all groups, with an estimated benefit of \$936,000 in additional future earnings for these children.
- \* **INCREASED PARENTAL PRODUCTIVITY:** parents and carers were able to work an additional 6 days per year on average for each child with cancer, 2 days for each sibling and 13 days for each child impacted by a carer's cancer. This resulted in \$2.7m in productivity benefit to the economy.

## CAMPS

KPMG surveyed our kids and families to better understand and measure the impact of Camp Quality's recreation programs – this time focusing on our camps for children diagnosed with cancer and their families.

More than 300 children and 170 adults provided input, telling KPMG how they felt before and after camp, how our camps helped them and what they enjoyed most.

### Findings:

The feedback on Camp Quality camps was overwhelmingly positive. Families felt the camps were an opportunity to reconnect as a family and build positive memories, following or during treatment for cancer. They valued the ability to provide their children and families with a camp experience, whilst also receiving support and having a break from the everyday challenges associated with cancer. Camps provided normalcy, and an opportunity to have a break from thinking about cancer, but also improved parents' resilience.



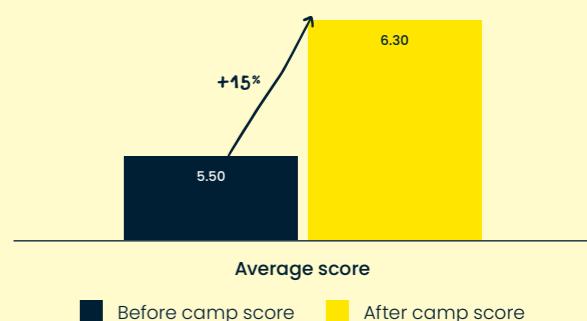
FAMILY CAMPS ARE WHAT WE LOOK FORWARD TO. IT ALLOWS US TO BOND WITH OTHER FAMILIES AS WELL AS BECOME CLOSER AS A FAMILY. IT IS A BLESSING TO BE INVITED TO ALL THE CAMPS. IT RELIEVES THE STRESSES AND FOR A FEW DAYS, MAKES US FORGET ABOUT CANCER. WE CAN FORGET THE WORRIES, AND JUST BE CAREFREE.

CAMP QUALITY DAD

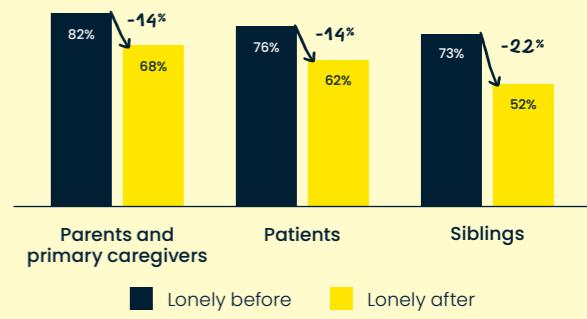
For kids attending camp, the chance to do fun, exciting and different activities was the most valuable element of the camp experience. Kids valued the opportunity to participate in 'normal' camp activities and parents saw their child's self-confidence improve following camp. They were able to spend time with other kids who had similar experiences and backgrounds to them, in an environment where they received plenty of adult support and encouragement – many leaving the camps with ongoing friendships.

### Key Highlights:

#### **Family connection and adaptability increased**



#### **Participant experiences of loneliness before and after attendance decreased**



323

number of children we heard from during the study

179

number of parents or carer responses



## A POSITIVE YEAR

We are pleased to report that even in the midst of a turbulent year, we remained focused and optimistic and, as a result, achieved a record year in fundraising revenue. Our can-do approach spread to all touchstones of the organisation, as we increased services and programs, continued with smart staffing, and kept a keen eye on costs. It was a record year for Camp Quality, and we are so proud to have expanded our expertise – and our offering – for kids and their families impacted by cancer.



# People & Culture 2021

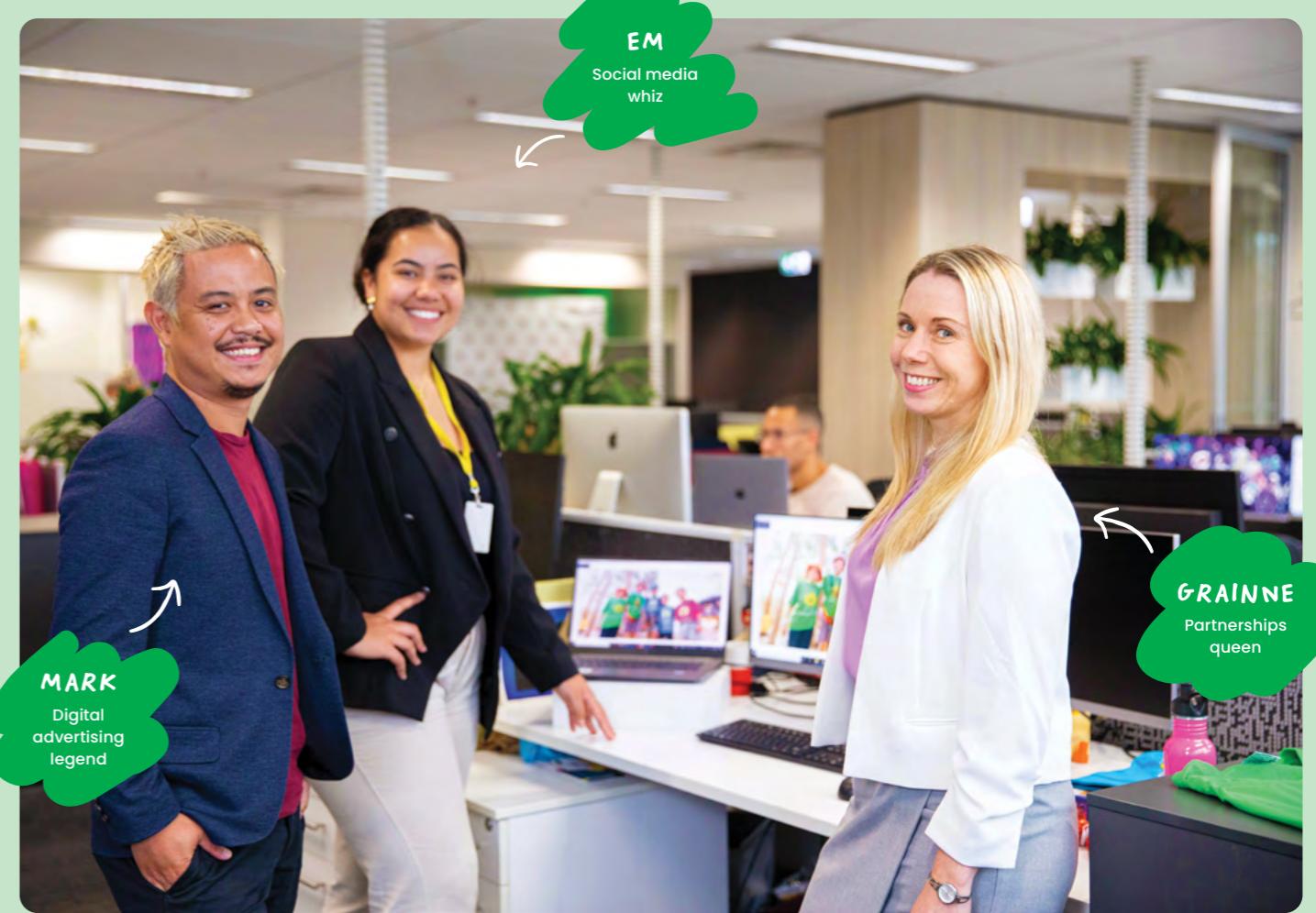
**YES WE CAN!**

In an unpredictable time, our people rose to the challenge. During April 2021 we distributed our second COVID-19 Staff Check-In Survey. High level results showed 80% of staff reported positively in relation to their wellbeing and 88% of staff responded favourably when asked about their perceptions around organisational performance and continuity.

By mid-2021, most of our staff, based in NSW and Victoria, once again found themselves in lengthy lockdown periods, with no indication of when restrictions would ease, while other teams around the country were also impacted. The pressure this placed on our people was significant; not just on a personal level, but professionally, with many unable to deliver much-anticipated events and programs. Efforts remained on planning and ensuring that when we were able to resume activities, measures were in place to protect our kids and families, workforce and supporters from the virus. Fortunately, for our WA and SA teams, it was mostly business as usual.

Our People & Culture Committee (comprising Board members and independent specialists) provided welcomed support and feedback to the team throughout the year about the ongoing challenges, including working remotely and COVID safety.

As we came out of the height of pandemic restrictions in Q4, we distributed our full employee engagement survey. We were pleasantly surprised to see the results were excellent – including when benchmarked against similar organisations. Overall engagement was high at 84%, wellbeing was high at 74% and progress was very high at 87%. Most of our work practices showed satisfaction ratings of 80% or more. The only area needing careful attention is career progression – often a challenge for organisations of Camp Quality's size and structure.



**“**  
**CAMP QUALITY STAFF WERE DETERMINED TO MAKE THINGS WORK, EVEN DURING EXTENDED LOCKDOWNS. WE WEREN’T GOING TO LET ANYTHING GET IN THE WAY OF HELPING OUR KIDS AND THEIR FAMILIES.**

**NATALIE GALLAGHER,  
GENERAL MANAGER – PEOPLE & CULTURE**

Staff were reassured that they would not be asked to reduce their working hours or take annual leave, despite anticipated disruptions to programs and events. The focus has remained on building much-needed online services for families, virtual campaigns for fundraising, and introducing the necessary human resources. We ended the year with a healthy level of resourcing, as critical roles were replaced or introduced into the team. A small number of talent gaps remain, with plans established for a phased introduction of resourcing as the pandemic continues its disruption well into 2022.

A hybrid model of working has provided our people with much-valued flexibility and assisted in keeping them and their loved ones safe from the virus. Online efforts continued to ensure our team remained connected, communication was open, and empathetic leadership was visible.

## Our Volunteers

# SHOUT OUT TO THESE LEGENDS!



### VOLUNTEER ENGAGEMENT

Our amazing volunteers are incredibly valued and integral members of the Camp Quality family. Our 1122 volunteers continued to show support and deliver services throughout a challenging 2021, showing their dedication to putting smiles on faces and helping kids impacted by cancer.

#### What they achieved

- \* Engaged volunteers participated in a **MASSIVE 70 EVENTS** across the country including Kids' Camps, Family Fun Days, Family Camps and Virtual Camps
- \* **38,817+ HOURS** were given by volunteers at our programs – equating to a dollar value of \$1,520,987
- \* Over 60 volunteers participated in our fundraising campaigns throughout the year, collectively **RAISING OVER \$5,000** for Camp Quality

### VOLUNTEER RECOGNITION

#### National Volunteer Week

We celebrated National Volunteer Week 2021 (May 18-24) by reconnecting with our wonderful Camp Quality volunteers. There was a great sense of community across the week, as we recognised their commitment, generosity with their time, and all-round awesomeness!

#### National Gillard Volunteer of the Year

There were nine nominations for the National Gillard Award across the country with our Queensland nominee, Kim Anderson, being chosen as the national winner. Kim is very deserving of this, having been a volunteer for over 33 years. Kim has provided invaluable advice to Camp Quality, especially during the COVID-19 pandemic, on our medical policies and procedures, drawing on her experience as the Nursing Director of the Queensland Children's Hospital. Kim was also featured in Queensland's *Courier Mail* as a Gillard Award winner.

“

**THE COMMITMENT, HARD WORK, PASSION, LAUGHTER AND FUN IS INCREDIBLY APPRECIATED. I HOPE THE VOLUNTEERS GET A SENSE OF REWARD FROM SEEING THOSE PRECIOUS SMILES ON THE KIDS' FACES, BUT THEY TRULY DO DESERVE OUR UTMOST THANKS. THE EFFORT YOU ALL PUT IN TO GIVE OUR KIDS A SENSE OF INDEPENDENCE, OF CONFIDENCE, OF FUN AND JOY IS WORTH MORE THAN ANY DOLLAR VALUE. YOU REALLY GIVE THEM THE HAPPIEST MEMORIES THAT THEY GET TO KEEP FOR THE REST OF THEIR LIVES.**

KATEY HIGGS, HIGGS FAMILY  
WA FAMILY CAMP 2021

#### The Gillard Nominees

Qld. & National: Kim Anderson; NNSW: Lisa Whitten; Syd: Liz Hill; SNSW: Keith Tompkins; Vic: David Clingin; Tas: Fiona Smith; SA: John Bradley; WA: Val Gilbert; NT: Nikki Daire.

#### Length of Service Awards

An incredible 154 volunteers celebrated length of service milestones with 77 people being awarded for 10 years and above. Ryan Story, a Camp Quality ambassador, also generously provided length of service medallions for our dedicated employees and volunteers.

#### National Volunteer Survey

Our National Volunteer Survey showed an overall satisfaction of 4.2 out of 5.

- \* **86%** say COVID-19 will not impact their ability to volunteer
- \* **94%** were fully vaccinated against COVID-19 at the time of the survey
- \* **4.7 OUT OF 5 VOLUNTEERS** would recommend volunteering at Camp Quality
- \* **71%** say it's a life-changing experience

# Brand, Marketing & Communications

## BRAND

Camp Quality's brand was born in 1983 with a hot air balloon logo, symbolic of the balloon rides kids enjoyed at every camp. Seventeen years later in 2000, the contagiously happy Giggle bounded into the organisation and helped spread the power of positivity across everything we do.

Looking at how Camp Quality, Australia, and the world had changed in 2021, we knew it was time to take the next step forward with our much-loved and iconic brand.

Our goal was to keep the positivity and laughter of Giggle, bring back the buoyancy of that balloon in the sky, and move forward with a refreshed brand that was inclusive, uplifting, and versatile enough to tell our story in a multitude of ways to a diverse group of people.

We worked on our brand refresh with Frost\*collective, drawing insights from our families, volunteers, and the Camp Quality team. The result is a brand toolkit including refreshed colours, fonts, illustrations, brand elements and a wonderful new Giggle.

*New Giggle embodies the sunshine of an Australian childhood, the warmth that Camp Quality brings back in the dark days of cancer and the lasting positivity our services and programs give to kids impacted by cancer and their families.*

This Annual Report is the first look at the future of Camp Quality, with the refreshed brand being officially rolled out via a new website, our Camp In event, and national advertising campaign from July 2022.

The Media & Communications team is incredibly excited to build on these successes throughout 2022 and communicate our refreshed brand across the country.

## MARKETING

### Social media & digital advertising

Our multi-channel social media and digital advertising strategy drove Camp Quality's strongest results ever, by leveraging highly optimised content and tactics to ensure every dollar of investment had a net-positive impact on the organisation's goals. All our networks were utilised to deliver a significant increase in revenue, engagement, reach and brand awareness.

### Social media performance

Social media is a key touchpoint for Camp Quality to reach new audiences, engage our current supporters and generate revenue.

### In 2021, our social media channels achieved:

- \* **\$4.3 MILLION IN REVENUE** generated (63% of total online revenue)
- \* **74.3K FOLLOWERS** across platforms (+15% YOY)
- \* **58 MILLION IMPRESSIONS** (+118% YOY)

A strong focus on engaging, organic and authentic content saw Instagram and TikTok lead our audience growth, which was 3.9x greater than the average of similar charities.

### Digital advertising performance

As online fundraising continued and expanded in 2021, the importance of digital advertising to the success of these campaigns increased.

In 2021, we delivered a significant program of digital advertising, spanning 81 individual campaigns and five ad networks. On average, for every \$1 invested in digital advertising, we generated \$5.39.

- \* **\$3.1 MILLION** was generated from digital advertising (+276% YOY)
- \* **539% ROAS** (return-on-ad-spend)
- \* **43%** of all fundraisers were acquired via digital advertising



## COMMUNICATIONS

### Earned media

Our stories were seen by more people than ever before with a potential reach of 41.5 million across TV, print, online and radio – representing a 54% increase from last year. Investment internally within the Marketing & Communications team and externally with PR agency Effie & Co, along with paid editorial from corporate partners, were key in this major uplift in reach.

### Media highlights

Our best media moments were: the BAND-AID launch at Kids' Camp with a weather cross from *Sunrise* (paid editorial, supported by Johnson & Johnson), our Tax Appeal family story on *Today Extra* syndicated multiple times over the year, Puppet Digital Playdates featured nationally on *10 News First*, our Virtual Camp story nationally on *9 News*, Bucket Hat Day, supported by ALDI Australia, nationally on *7 News*, Big Walk for Little Kids on front page of *The Leader* and Camp In stories featured in the major metro newspapers in NSW, Vic., Qld., WA and SA.

- \* **2,536** total media stories mentioning Camp Quality (including syndicated stories) (+4%)
- \* **580** unique stories
- \* **41.5 MILLION** potential audience reach (+54%)

### Ambassadors

Our dedicated Camp Quality ambassadors continued to support us in 2021 and we welcomed a new ambassador in **Snezana Wood**. A social media powerhouse with over 329k Instagram followers, Snezana brings the Camp Quality ambassador team into the parenting space. She involves her kids in everything she does, including her Camp In for Camp Quality, which was featured in the *Herald Sun*.

Our ambassador team strongly supported our peer-to-peer fundraising campaigns with **Emma Alberici** walking 50km in the Big Walk for Little Kids, and **Lee Elliott** and **Jarrod Woodgate** doing Big Walk photoshoots and posting to their followers.

**Ryan Story** and **Dick Johnson** joined the Shell Team for the Big Ride, shot a promotional video and raised \$20k. Ryan was also instrumental in acquiring the Jaguar for our raffle via his relationship with Suttons Motor Group. **Casey Donovan** hosted our Camp In for Camp Quality alongside campaign ambassador **Nazeem Hussain**. **Christian Welch** raffled off his sport memorabilia, raising almost \$10k. And a big shout out to our long-term, super supportive ambassadors, **Kerry Armstrong**, **Chris Goulding**, **Micheal Crossland**, **Matthew Butcher**, and founder **Vera Entwistle**. We look forward to working with you in 2022.

# Fundraising Revenue 2021

2021 proved to be a record fundraising year, driven by continued innovation and diversification of our campaigns. Our flexible and inventive approach meant both new and longstanding supporters played an integral role in achieving significant growth.

**C**OVID-19 continued to impact our events and community fundraising programs in 2021, and while we did see the successful return of many much-loved activities, others had to be postponed.

Nevertheless, new initiatives and smart strategies from the team resulted in some extraordinary revenue boosts throughout the year.

Camp Quality fundraising commenced in a strong position, with our first-ever luxury car raffle prize, for a Maserati GranTurismo, which closed at the end of January. The lucky winner was a patron who had been donating regularly since 2014.

Digitally driven campaigns continued to perform strongly, with the inaugural Big Ride for Little Kids raising more than \$470,000 in March, followed by Camp Quality Giving Day, Camp In, the Jaguar F-Type Coupe car raffle, and Big Walk for Little Kids raising a further \$5m in support of Camp Quality children and families.

Our Big Walk for Little Kids, now in its second year, captured imaginations at a time when many states were returning to lockdowns – an incredible 15,000 participants signed up and walked more than 785,000km over the month of September.

Returning to the roads of Western Australia was wesCarpade, celebrating its 10<sup>th</sup> anniversary. In New South Wales, our Newcastle community rallied in support of three-day motorbike event Motocyc-

celebrating its 5<sup>th</sup> anniversary, and 1000ks 4 Kids, which celebrated its 10<sup>th</sup> year, went virtual in the face of COVID-19 lockdowns. The Newcastle community also came together for the annual By Invitation Gala Dinner and Golf Day, which raised a combined total close to \$100,000.

Camp Quality was honoured to be selected as the charity of choice by the owners of racehorse *I'm Thunderstruck*, whose astounding win at the Golden Eagle led to a gift of \$410,000. Thank you to the owners, Racing NSW and the Australian Turf Club for this phenomenal support.

In the Northern Territory, we were honoured to continue working with Mix 104.9 and HOT 100 Darwin on their Annual Radio Auction; in South Australia, thanks to South Australian Produce Markets, we were the recipients, once again, of the auction proceeds for the first cherries of the season.

**WE WERE HEARTENED BY THE GENEROUS SUPPORT SHOWN TO US, FROM EXISTING DONORS AND THROUGH NEW INITIATIVES. IT WAS AN ABSOLUTELY RECORD YEAR!**

**SANDIE HALL,  
GENERAL MANAGER – REVENUE**



2021 marked the second year of our partnership with ALDI Australia, who once again were our presenting partner of the Camp In event and who hosted their own Camp Quality Week in-store during September, in line with Childhood Cancer Awareness Month. This inaugural event raised more than \$1m through various cause-related marketing initiatives and customer donations.

The Arnott's Foundation continued their longstanding partnership with Camp Quality, which included supporting our Stand Up For Cancer Comedy night, whilst DHL Express expanded their support of our Virtual Camp program. In October 2021, we were excited to launch the redeveloped *Kids' Guide to Cancer* app through the support of our Innovation Partner, Fujitsu. During 2021, Camp Quality also launched new partnerships with efm Logistics, meetmagic, KUMHO TYRE and Office Brands, in addition to activations with The Laughing Cow, O'Brien, The Honda Foundation, Officeworks and Rex Airlines. We also continued to partner with LEGO Australia, Shoes & Sox, The Audi Foundation, Caesarstone and ToyBox Australia.

Our philanthropy program performed strongly, with the realisation of several bequests, and an incredible response to our campaign in support of Child Life Therapy. Thanks to the generosity of donors and granting partners, we have been able to support five full-time Child Life Therapy roles in children's cancer hospitals in NSW and Victoria, with plans to expand into other states.

Significant support was also received from the Stan Perron Charitable Foundation towards our Camp program in Western Australia, and from the Channel 7 Telethon Trust, also in Western Australia, in support of our KICC program. Continued support was gratefully received from Motors Foundation, MyState Foundation, Tour de Cure, Melbourne Racing Club Foundation, Gandel Foundation and many more.

Our Cancer Education Program received significant support from Queensland Health, Health NSW, and Regional NSW, allowing us to further expand our program into rural and regional areas in both states.

COVID-19 caused significant disruption to the relaunch of Camp Quality's Supper Club series, supported by Matt Preston, with many events unfortunately postponed. Other events affected included Geelong Convoy, esCarpade and FunX4. Camp Quality thanks all participants, donors, diners, and restaurants – and we hope to see all of these events return in 2022.

Moving into 2022, Camp Quality will be working hard with our valued sponsors and our volunteer community to maintain momentum across all of our much-loved activities. We would also like to thank all our donors and partners for their generous support throughout the year.

# A DULT Board & Committees

REALLY  
IMPORTANT

# STUFF

The Camp Quality Board met six times during 2021 as part of the regular agenda, supplemented by meetings with the Audit & Compliance and People & Culture Sub Committees.

**T**he Board of Camp Quality strives to uphold the highest standards of corporate governance in compliance with the Australian ASX Corporate Governance Council's Corporate Governance Principles and Recommendations: fourth edition (the "Principles") and the Australian Charities and Not-for-profits Commission's (ACNC) governance standards.

Our Board's mission is to oversee the strategic direction and operational performance of the organisation, thus helping build a mindset focused on the current and future path of Camp Quality. In this context, the Board monitors the progress of the business against the agreed three-year strategy and the pre-approved Key Performance Indicators (KPIs) of the organisation via bi-monthly Board meetings.



I'D LIKE TO THANK OUR BOARD MEMBERS, WHO PROVIDED CONTINUOUS STRATEGIC SUPPORT TO THE WHOLE OF CAMP QUALITY WITH THEIR TIME, THE MOST VALUABLE CONTRIBUTION OF ALL.

KIM JACOBS, CHAIRMAN

We emphasise the importance of diversity, hence the members of our Board come from a variety of professional backgrounds, and diverse areas of expertise and geographical representation, to reflect the character of a truly national not-for-profit in Australia.

#### Governance functions

The Board guides the strategic direction of the organisation and oversees management. It monitors the performance of the organisation and management against the agreed KPIs in the context of an approved annual business plan and budget; a Board-endorsed strategic plan; policies and procedures; risk; and a compliance framework within which Camp Quality operates.

#### The Board & Committees

During the calendar year, six meetings of the Board of Directors were held. In addition, there are two committees that support the Board as outlined on the opposite page. To see attendances by each Director at the Board and Committee meetings, please refer to the table opposite.

#### The Audit & Compliance Committee

Members: Amanda Rischbieth<sup>3</sup> (Chair), Nick Ridehalgh,<sup>1</sup> David Morris, Kim Jacobs, Deborah Thomas and Rachael Clifford (GM Finance & Operations, Camp Quality)

Met six times in 2021

The purpose of the Audit & Compliance Committee is to aid the Board in discharging its governance, risk, compliance, regulatory, safety, and financial oversight responsibilities.

The strategic priorities are to ensure a diverse and sustainable revenue base for the long-term financial viability of the organisation, as well as to oversee the management and implementation of IT services, including cyber security and a strong risk-monitoring framework, with regular reporting to the Board.

The Committee also oversees the adoption of any new accounting standards and the management of our investment portfolio by JB Were.

#### The People & Culture Committee

Members: Cameron Clyne (Chair), Deborah Thomas, Katherine Burleigh, John Higgins, Melanie Hilton\*, Mary Lemonis\*, and Natalie Gallagher (GM People & Culture, Camp Quality)

Met three times in 2021

The purpose of the People & Culture Committee is to oversee the overall governance of human capital and management at Camp Quality and to provide the Board with assurance in this regard.

The strategic objective is to ensure that we attract the most appropriate talent to create an engaged and high-performing team and culture; to be the organisation of choice for employees and volunteers who are looking to make a for-purpose contribution.

\*This Committee is supported by two independent HR specialists.

#### Directors

	Directors' Meetings		Audit & Compliance Committee		People & Culture Committee	
	Number eligible to attend	Number attended	Number eligible to attend	Number attended	Number eligible to attend	Number attended
Kim L Jacobs (Chair)	6	6	4	4	–	–
David N Arkles	6	6	–	–	–	–
Katherine R Burleigh	6	6	–	–	3	2
Cameron A Clyne	6	5	–	–	3	3
Gary W Edstein	6	6	–	–	–	–
Damon Fealy	6	6	–	–	–	–
Karen Luxford <sup>2</sup>	4	4	–	–	3	3
John C Higgins	6	5	–	–	–	–
David P Morris	6	5	4	3	–	–
Nick Ridehalgh <sup>1</sup>	1	1	–	–	–	–
Amanda Rischbieth <sup>3</sup>	6	6	4	4	–	–
Deborah A Thomas	6	6	4	4	3	3

1. Nick Ridehalgh retired from the Board in February 2021

2. Karen Luxford was appointed to the Board in June 2021, and the People & Culture Committee in March 2022

3. Amanda Rischbieth retired from the Board in April 2022

PRINCIPLE  
**1**  
LAY SOLID FOUNDATIONS FOR MANAGEMENT AND OVERSIGHT.

PRINCIPLE  
**2**  
STRUCTURE THE BOARD TO ADD VALUE.

PRINCIPLE  
**3**  
ACT ETHICALLY AND RESPONSIBLY.

PRINCIPLE  
**4**  
SAFE**GUARD INTEGRITY** IN COMPANY REPORTING.

CAMP QUALITY'S BOARD BELIEVE IN THESE 'PRINCIPLES'.

PRINCIPLE  
**5**  
MAKE TIMELY AND BALANCED DISCLOSURES.

PRINCIPLE  
**6**  
RESPECT THE RIGHTS OF MEMBERS.

PRINCIPLE  
**7**  
RECOGNISE AND MANAGE RISK.

PRINCIPLE  
**8**  
REMUNERATE FAIRLY AND RESPONSIBLY.

# SAFETY

## Managing & Mitigating Risk

# FIRST

An enterprise risk-management framework operates to enable the Board and management to continually identify and manage key risks. Understanding organisational risk enables better decision making, which in turn helps Camp Quality achieve its strategic objectives.

Camp Quality is committed to having an effective risk-management process. This enables management to operate a risk-adverse approach when establishing internal control systems that effectively mitigate or manage significant and emerging risks.

Management is responsible for the implementation of the risk-management process, which involves the identification, evaluation, prioritisation, mitigation and continuous monitoring of risks throughout the organisation. Risks relative to organisational key success measures are articulated and monitored at an appropriate frequency.



**THE PANDEMIC CONTINUED TO BE THE SINGLE BIGGEST RISK TO CAMP QUALITY IN 2021, WITH CONTINUED DISRUPTION TO FACE-TO-FACE SERVICES AND PROGRAMS AND SIGNIFICANT IMPACT ON OUR PEOPLE.**

RACHAEL CLIFFORD,  
GENERAL MANAGER – FINANCE & OPERATIONS

The status of risks (actual against the threshold and emerging trends) approved by the Board is reported to the Audit & Compliance Committee and the Board on a bi-monthly basis, unless there is any risk event that warrants the Board's urgent attention.

### Under the organisation's risk-management systems

Risk management and compliance are integral to decision making.

1. Risk management activities and compliance controls are embedded within normal business operations.
2. Risks are identified and treated on a proactive basis, with emphasis on prevention rather than reactive responses.
3. A culture of transparency is encouraged and reinforced through identification, reporting, disclosure and open dialogue, to promote sharing of information and best practice.

### Camp Quality's risk-management system has the following four elements:

1. Audit & Compliance Committee.
2. Accountability, risk identification assessment and treatment applied at all levels of the organisation.
3. A culture that encourages communication of issues as they are identified (collective ownership).
4. Risk monitoring, which is presented in the diagram on the following page.

### COVID-19 SIGNIFICANT RISK AND IMPACT IN 2021

The pandemic continued to be the single biggest risk to Camp Quality in 2021, with continued disruption to our face-to-face services and programs and significant impact on our people. We were, however, able to stabilise the financial impact on the organisation.

### Service and program delivery

COVID-19 continued to have a substantial impact on our ability to deliver support to children and families through face-to-face programs. With various state lockdowns for large parts of the year, we made the difficult decision to postpone our camps, and we were unable to attend schools to deliver our Cancer Education Program. In response, we increased our support in the hospitals by funding additional Child Life Therapists, we continued and expanded our digital services with an updated Kids' Guide to Cancer app, increased content on our Happiness Hub website and doubled our Virtual Camps. With the launch of the Child and Youth Cancer Alliance in partnership with Canteen, we also expanded our support through the Parenting Through Cancer website and the introduction of a counselling service.

### People

COVID-19 continued to have a significant impact on our people – from their wellbeing and safety to the way we worked, what we were working on, and where we conducted that work. This was all while dealing with extended lockdowns for the majority of the team. We ran a wellbeing and engagement pulse check in April and a full employee engagement survey in October, with our employee engagement scoring very positively.

### Technology

COVID-19 continued to have a major impact on our people's working environment with extended periods of working outside of an office environment. The importance of good-quality technology to drive a positive remote working environment was crucial and Camp Quality was fortunate to receive enormous support from HP. Working together, HP designed the optimum technology suite for our differing teams and working conditions, and enabled improved productivity through the refresh of our ageing technology. This also improved our staff engagement by removing their frustrations over failing technology.





Other significant risks facing Camp Quality and mitigation measures in place for 2021:

## 1 SAFE GUARDING CHILDREN

While we experienced limited contact with children in 2021 due to the postponement of many face-to-face activities, our commitment to safeguarding children is always the priority for Camp Quality.

We continued to work with the Australian Childhood Foundation on improving our policies and procedures through continuous improvement cycles and ongoing training on child-safe practices across both staff and volunteers. This resulted in Camp Quality successfully being accredited for another three-year term by the Australian Childhood Foundation.

## 2 FRAUD AND CORRUPTION

We continued to work with our external auditors, PwC, on improving our policies and procedures. During our annual external audit there were no deficiencies highlighted and no incidents of fraud or corruption reported/discovered across the year.

## 3 LEGAL AND REGULATORY RISKS

The pandemic continued to create a complex legal environment in relation to employees, vaccinations and the need to ensure the safety and wellbeing of our people, volunteers and families. This was navigated successfully with the full engagement and cooperation of employees and volunteers. In addition, we continue to develop and enhance our policies in relation to our operations.

## 4 DATA INTEGRITY RISKS

The risk surrounding our data integrity and security amplified with the impact of COVID-19 and the remote working model, which utilised technology and the digital environment to collaborate and stay connected. Following a large-scale review in 2020, we implemented a range of improved security features, policies and procedures and these were monitored throughout 2021.

## 5 FINANCIAL STABILITY

With a significant decrease in revenue in 2020, our focus for 2021 was to rebuild our fundraising base with cost-effective, diversified revenue streams that would create financial stability for the organisation. We were successful by more than 70% in exceeding our yearly revenue budget and creating efficiencies in our fundraising model that delivered a 16% improvement in our cost of fundraising ratio.

# Financial Report

The ongoing pandemic continued to impact Camp Quality's ability to provide face-to-face services to children and families due to various state lockdowns and restrictions that were in place across 2021. Yet through innovative fundraising, strong marketing strategy and continued investment in digital services, we achieved positive results.

## REVENUE

While COVID-19 continued to have a significant impact on our ability to provide face-to-face services, our fundraising revenue had its most successful year in Camp Quality's history. This was due largely to the enormous support we received from partners such as ALDI, and the continued support of our many individual donors who walked, rode, camped out, bought tickets in our raffles, and donated to support our families.

Overall, revenue increased by an impressive 90% from 2020, totalling just over \$20.5m for the year, of which \$17.6m was fundraising revenue. The success of our peer-to-peer fundraising campaigns continued, with over \$4.3m raised, two successful raffles delivered over \$2m, and we received \$2.7m in bequests.

The success of our corporate partnerships continued with over \$2.8m in support received, major donors, and trusts and foundations donated \$1.5m, and we received \$250k from government grants.

While our face-to-face fundraising for motoring and cycling events were also impacted by lockdowns and restrictions, our dedicated community of supporters still managed to raise an impressive \$720k.

## **Services and programs**

State lockdowns and restrictions hampered Camp Quality's ability to provide camps and visit schools with our Cancer Education Program, therefore the focus remained on supporting children and families where and how it was safe to do so. There

was a 61% increase in services and programs from the year prior, with just over \$7m expended compared to \$4.3m in 2020. This was driven by increased demand for our respite program, which was expanded to meet this demand, more than doubling of funding for Child Life Therapy positions in hospitals, an updated and refreshed *Kids' Guide to Cancer* app, and increased Virtual Camps. With stringent COVID-19 safety measures and protocols in place, reduced Camp and Puppet Programs were able to be delivered, which was an increase from 2020, however, not at the scale intended. As a result, Camp Quality has factored into 2022 approximately **\$2M OF ADDITIONAL SERVICES AND PROGRAMS** to be delivered on top of our normal services and programs for the year.

The expectation is that we will have a further 43% increase from 2021 in service delivery for 2022, which would result in a record year of investment into our services and programs.

## **Expenditure**

The key strategic focus of improving the efficiency of the organisation continues to deliver outstanding results with fundraising and marketing costs reducing to under 35% as a percentage of fundraising revenue, and administration costs being under 7%. We continued to sublet unused office space to various organisations and we transitioned our Newcastle team into our alliance partner Canteen's Newcastle office – further reducing our rental overheads. We also renegotiated key contracts for more favourable terms and retired less profitable activities.

## **The Oranges Toolkit**

The Oranges Toolkit was also impacted by the pandemic with face-to-face workshops impeded by lockdowns and restrictions. The Oranges Toolkit again moved to delivering its wellbeing and resilience training through online webinars and digital programs, however there was a noticeable fatigue in the online market, which resulted in The Oranges Toolkit delivering a minor profit of \$1,985.

## IN CONCLUSION

While continuing to manage the ever-changing COVID-19 landscape and the constant challenges the pandemic continues to have on our people, families and volunteers, 2021 was a successful year for Camp Quality. Achieving a record high \$17.6m in fundraising revenue delivered via cost-effective fundraising activities, and with a substantial impact on our ability to deliver face-to-face services and programs, the net result for 2021 was a surplus of \$6,263,319.

There has been approximately \$2m allocated to deliver additional services and programs in 2022, and the remaining surplus will go towards future services and programs post-2022, along with investment into strategic initiatives to grow and sustain the organisation.

## **Notes to the financial statements**

The strong financial result for 2021 saw the balance sheet continue to strengthen, with assets increasing by over \$5.5m and liabilities decreasing by approximately \$600k, resulting in net equity of \$16.7m, compared to \$10.5m in 2020. We continue to maintain a high level of liquidity, monitor market conditions, and ensure there is enough cash on hand to meet the day-to-day operational requirements.

Of the \$6.6m in current assets, approximately \$3.1m is cash, \$2.5m is investments classified as current, and the remaining \$1m is receivables and various pre-payments. Within non-current assets, there is approximately \$11.2m in our managed investment portfolios that are managed externally by JBWere, and the remaining \$2.3m is various property, plant and equipment.

Current liabilities of \$2.8m consist of just under \$900k in payables and provisions and approximately \$750k in lease liabilities. The remainder is deferred revenue, which can only be recognised once all contractual obligations have been met, and will be carried across to 2022.

## FINANCIAL PERFORMANCE 2021

\$	
Revenue	
Camp Quality Fundraising	20,572,965
Oranges Toolkit	17,632,505
Other Income*	643,755
	2,296,705
Investment income	295,286
Gain on evaluation of financial assets	828,409
<b>Total revenue</b>	<b>21,696,660</b>
Fundraising, marketing and communications expenses	(6,414,684)
Services and programs	(7,000,897)
Administrative expenses	(1,218,244)
Finance costs	(69,117)
<b>Total expenses</b>	<b>(14,702,942)</b>
The Oranges Toolkit expenses	(730,399)
<b>Total expenses</b>	<b>(15,433,341)</b>
<b>Net operating surplus</b>	<b>6,263,319</b>

## FINANCIAL POSITION DECEMBER 2021

\$	
Current assets	
Non-current assets	
<b>Total assets</b>	<b>20,119,622</b>
Current liabilities	
Non-current liabilities	
<b>Total liabilities</b>	<b>(3,357,821)</b>
<b>Net equity</b>	<b>16,761,801</b>

## REVENUE AND EXPENSES 2020 & 2021



A full set of audited financial statements can be found at: [campquality.org.au/about-us/reporting](http://campquality.org.au/about-us/reporting)

# Our growing social enterprise – The Oranges Toolkit

Recent challenging times have seen growing demand for the science-based workplace wellbeing services offered by our unique social enterprise, The Oranges Toolkit. The Oranges Toolkit delivers transformational programs based on the positive psychology principles that are integral to Camp Quality's philosophy and organisational culture. It shares scientific insights and practical tools with organisations all over Australia, ultimately creating a sustainable revenue stream for Camp Quality with profits going towards supporting kids facing cancer.

## PROGRAMS AND PARTNERSHIPS

### Expanding our seriously refreshing wellbeing work

In 2021, The Oranges Toolkit delivered its wide range of engaging online and in-person wellbeing training programs to more than 40 organisations, with 24 new clients accessing the emotional agility programs for the first time. Building on strong existing partnerships with high-profile brands, such as the Australian Sports Commission, Cartier and Motorola Solutions, new partnerships were established with Independent Hardware Group (IHG – Mitre10), Hume Health Services Partnership, Symal Group, the Queensland Department of the Premier and Cabinet and Fujitsu, among others. Overall, The Oranges Toolkit concluded 2021 with revenues of \$732,384. Continued investment in business growth, product development and staffing throughout the year resulted in a surplus



**EQUIPPING EMPLOYEES WITH EMOTIONAL AGILITY SKILLS IS NOT ONLY BENEFICIAL TO WELLBEING; IT'S VITAL FOR ORGANISATIONS TO REMAIN RELEVANT AND COMPETITIVE.**

TEGAN DAVIES,  
GENERAL MANAGER – THE ORANGES TOOLKIT

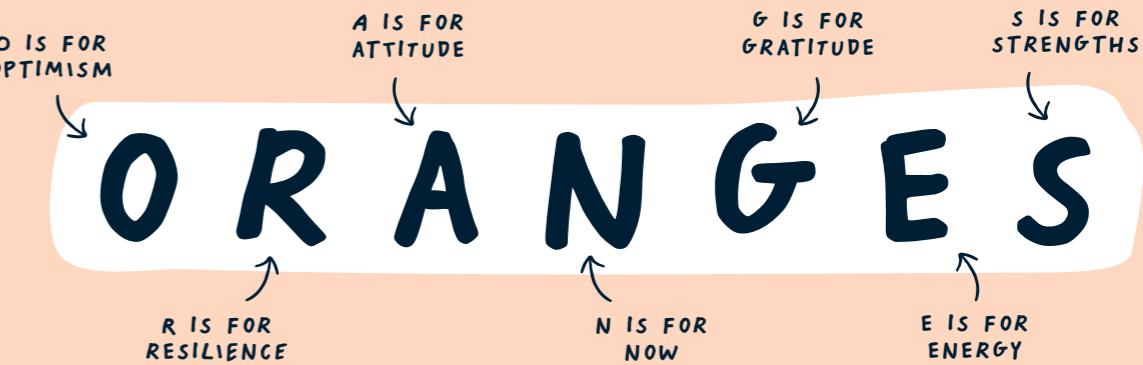
of \$1,985. Deferred workshop bookings due to COVID-related restrictions equating to \$268,000, will serve as a positive contributor to revenue for 2022 as restrictions ease and programs are rebooked. Healthy cash reserves of \$390,000 support stability of the enterprise, with a total equity of \$139,000.

Program delivery growth offers encouragement for the enterprise's expansion. Revenue from program delivery increased by 36% compared to 2020, representing the enterprise's strongest growth rate since its establishment in 2017. This included the single largest deal value of \$197,000, and highest ever revenue month of \$100,000 in March 2021.

### Growing awareness and national recognition

Following certification as a Social Trader and recognition as the HR Service Provider of the Year Award in 2020, The Oranges Toolkit was nominated as a Finalist in the Corporate Kindness Awards for Kindness to Customers in 2021, acknowledging the enterprise's caring, customer-centric approach. The awareness of the brand increased, with website traffic doubling compared to 2020. Keynote speaking opportunities at the HR Leaders Forum, National HR Directors Summit, Mental Health Symposium and Public Sector Network events also contributed to an elevated profile for the organisation amongst major businesses and potential industry partners.

**New product advisory committee and governance**  
To stay ahead of market trends and ensure optimal product quality, The Oranges Toolkit established a new Product Advisory Group. Membership includes industry leaders Linda Clinch - Vice President of



Human Resources at DHL Express; Anthony Tran – National Leader for Learning and Development at Grant Thornton; Matthew Neale – Vice President of Assessment Products at Revelin; and Tegan Davies – General Manager of The Oranges Toolkit.

The Camp Quality Board elected to streamline the governance of The Oranges Toolkit with a change to the structure and constitution. Since December 2021, The Oranges Toolkit is now governed solely by Camp Quality's Board of Directors, with Deborah Thomas (CEO) as Chair. We would like to thank and acknowledge the incredible contributions of Kylie Sprott, the former Chair, and Beck Melville, a Board member who stood down from The Oranges Toolkit board in November as part of the streamlined governance structure.

### Customer feedback

A focus on enhancing virtual program delivery for remote and hybrid workforces led to a big shift in positive customer feedback for The Oranges Toolkit's webinars. The Net Promoter Score (NPS) for webinar participants who are likely to recommend The Oranges Toolkit after a program increased from 32 in 2020 to 65 in 2021. The innovative Seven Segments of Wellbeing social e-learning program and new micro-learning series Vitality Videos launched in 2020 in response to growing demand for enterprise level, flexible and bite-sized training solutions.

Feedback from clients and program participants continues to be excellent; 69% of webinar participants and 92% of workshop participants agree the training provides skills and/or tools to strengthen their wellbeing and/or resilience.

## ABOUT THE ORANGES TOOLKIT

The Oranges Toolkit builds mental and emotional agility through seriously refreshing workplace wellbeing and resilience training programs that equip employees to positively adapt to change, complexity and adversity.

The Oranges Toolkit partners with organisations that recognise investing in effective employee wellbeing programs makes good business sense. With a resilient and positive mindset, employees can think more innovatively and creatively. Strong employee wellbeing levels result in improved teamwork and organisational culture, reduced employee turnover and absenteeism, increased productivity and better financial returns.

Originally created to support the wellbeing of Camp Quality staff and volunteers, The Oranges Toolkit uniquely applies the latest academic research from scientific fields such as positive psychology, emotional intelligence and neuroscience.

Coupled with strategic consultation and workplace wellbeing planning, the dynamic training supports people and culture leaders to achieve wide-ranging outcomes such as improving collaboration, innovation, and organisational culture.

When you choose to build employee wellbeing with The Oranges Toolkit, you also choose to support kids facing cancer. A certified social enterprise, The Oranges Toolkit's profits go to Camp Quality to help kids and families dealing with a cancer diagnosis.

For more details, visit [theorangestoolkit.com.au](http://theorangestoolkit.com.au).

**oranges  
toolkit**  
Resilience and agility at work

# THANK YOU!

Without you, we wouldn't be able to give kids facing cancer the chance to be kids again. On behalf of every child who has been able to access our services and programs because of you, our supporters, we say a huge, heartfelt thank you!

## PREMIER PARTNER



## LEADING CORPORATE PARTNER



## MAJOR PARTNERS



Health



MinterEllison

## CORPORATE SUPPORTERS

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## WORKPLACE GIVING PARTNERS

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Australia Post  
Australian Federal Police  
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Dux Manufacturing  
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Kosciusko Thredbo  
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Nell & Hermon Slade Trust

Paddy & Chris Watts  
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Nell & Hermon Slade Trust  
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The Graham & Charlene Bradley Endowment  
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 Davo Girls  
 Debra Moore  
 Deckchair Cinema  
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 Dimity Cotton  
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 Dominic and Leila Kulper  
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 Draybi Household  
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EverEscents Organic Hair Care  
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 Gary Geeves  
 Geoff Knowles  
 Grace Singh  
 Graham Dearlove  
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 Lions Club of Rosebud Inc  
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 Lykourezos Household  
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 Morgan Lewis  
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 Roses Gap Recreation Centre  
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 Rotary Club of Karrinyup  
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 Sarkis Draybi  
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 Shaun Robinson  
 Shaun Singh  
 Sounds Of Elvis Fan Club  
 St Peters Child Care Centre & Preschool  
 Subsea 7 Australia Contracting Pty Ltd  
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 Sujatha Bulandran  
 Sydney Contender Fight Night  
 Tall Timbers Craft Group  
 Tammy Dickson  
 Taronga Zoo Community Programs Dreamnight Team  
 Terry Perfrement  
 The Alarms Corporation  
 The Ranch – Mornington  
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 Tony Cavallaro  
 Troy Danfield  
 Tyler Varty  
 Usher Love  
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 Wallum Action Group Inc  
 West Beach Parks  
 West Coast Fury Cheerleading  
 Wherry Household  
 Whittlesea Bridge Club Inc  
 Who Said Sew?  
 Woolgoolga Diggers Club  
 Yang Liu  
 Yvette Walker

## EVENT PARTNERS AND SUPPORTERS

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 Chris Goulding  
 Christian Welch  
 Dick Johnson  
 Emma Alberici  
 Jarrod Woodgate  
 Kerry Armstrong  
 Lee Elliott  
 Matthew Butcher  
 Michael Crossland  
 Ryan Story  
 Snezana Wood  
 Vera Entwistle  
 ActewAGL Energy Shop  
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 Batavia Coast Veteran & Classic Car Club  
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 Carol Compton  
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 Darren Kenny  
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 David Mackay  
 David Shea  
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 esCarpade Participants  
 Forde Investments Pty Ltd  
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 Gary Horner  
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 GJ Freight  
 Graham Cowell  
 Haines Household  
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 Oliver Smith  
 Osborn Law Pty Ltd  
 P & D Kay Constructions Pty Ltd  
 Patrick Chaffer  
 Peoplefusion  
 Pergolas Plus Outdoor Living Pty Ltd

## ESTATES OF THE LATE

Peter Suckling  
 Petersham RSL Club Ltd  
 PKF Newcastle  
 Pybar Mining Service  
 Betty Naomi Walsh  
 Clifford Graham Kenney  
 Dorothy Merle Scrivenor  
 Douglas Jack  
 Eileen Jane Gray  
 Francis Leslie Stafford  
 Frederick James Reid  
 Gabrielle Kerby  
 Geoffrey Vernon Shattles  
 Simon Hunt Barristers  
 Singleton Metafit  
 Snow Contractors  
 Stephen Tagliaferri  
 Stuart Salfiger  
 Subtilis Engineering  
 Darren Kenny  
 DASH OffRoad  
 David Mackay  
 David Shea  
 Don Jones  
 Endeavour Petroleum  
 esCarpade Participants  
 Forde Investments Pty Ltd  
 FUNx4 Participants  
 Fuse Joinery Pty Ltd  
 Gary Horner  
 Geelong Convoy Participants  
 GJ Freight  
 Graham Cowell  
 Haines Household  
 Hawker Roofing  
 Hunt Hospitality  
 Hunter Land Management  
 Huon Contractors Pty Ltd  
 Ian McDonald  
 IHS Building  
 Independent Plumbing & Gasfitting  
 IPG Golf Day Sponsor  
 iTech Frontier Pty Ltd  
 Janina Greenwood  
 Jayco Newcastle  
 JDC Properties  
 Jemma Green  
 Jim Stewart  
 JT's Earthworks & Bulk Haulage  
 Keylan Consulting Pty Ltd  
 Lateral Financial Services Pty Ltd  
 LGA WA Pty Ltd  
 McIntyre Property  
 Michael & Karen Phillips  
 Mick Dawson  
 Monaro Plumbing & Drainage  
 Morris Household  
 MSJ Plumbing Group Pty Ltd  
 Newcastle Commercial Finance  
 Nexas Accountants & Business Advisors  
 Novus Auto Glass South West  
 Oliver Smith  
 Osborn Law Pty Ltd  
 P & D Kay Constructions Pty Ltd  
 Patrick Chaffer  
 Peoplefusion  
 Pergolas Plus Outdoor Living Pty Ltd

## GRANTS, TRUSTS AND FOUNDATIONS

A G Cowley Trust  
 Castle Hill RSL – via the Hills Shire Council  
 Cessnock Hospitality Group Ltd.  
 The Coca-Cola Australia Foundation  
 CommBank Staff Foundation  
 Dellow Household  
 Department of Regional NSW  
 Dimmick Charitable Trust  
 Dora Creek Workers Club  
 East Maitland Bowling Club  
 Griffith Leagues Club  
 Lions Club of Modbury  
 Lions Club of Onkaparinga  
 Lions Club of Rosewood  
 Liquor Industry Charity Golf Day SA  
 Lismore City Council  
 Lithgow & District Workmen's Club  
 Mekong Mounties Group  
 Motors Foundation  
 Murray Bridge City Lions Club  
 MyState Foundation  
 News Corporation  
 NSW Health  
 Planet Kids Play Centre  
 Port Waratah Coal Services  
 Queensland Gambling Community Benefit Fund  
 Queensland Health  
 Rotary Club of Devonport South East  
 S2RC Family Trust  
 St Marys Diggers & Band Club  
 Stan Perron Charitable Foundation  
 The Channel 7 Telethon Trust  
 The Lane Family Fund, a sub-fund of Australian Community Foundation  
 The Morgans Foundation  
 Tour De Cure Limited  
 Tour de Rocks  
 Trust Fund of the Late Joan Margaret Petersen  
 Tugun Bowls & Community Club  
 Wangi District Workers Club Ltd  
 Wentworthville Leagues Club  
 West Tamworth League Club  
 William McIlrath Charitable Foundation

# WE NEED YOUR HELP.

AND VALUE



## DONATE

Whether you're able to give a one-off contribution, become a regular giver or leave a bequest in your will, you can donate on our website or by calling.

1300 662 267



## PARTNER WITH US

There are a variety of ways to build mutually beneficial and meaningful partnerships with us, from sponsorship, cause-related marketing and pro bono, to in-kind support, workplace giving, staff engagement and more.

[campquality.org.au/partner](http://campquality.org.au/partner)



## FUNDRAISE FOR US

If you enjoy the idea of giving back or would like to add a charitable partner to an occasion, be it a trivia night, garage sale, mufti day or in any other way, you can register here to fundraise for us.

[fundraise.campquality.org.au](http://fundraise.campquality.org.au)

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## JOIN A FUNDRAISING EVENT

Camp Quality runs fundraising events in the community and online. Sign up and join the fun.

[campquality.org.au/events](http://campquality.org.au/events)



“

WHAT I LOVE ABOUT  
CAMP QUALITY IS THAT YOU  
GET TO HAVE FUN ACTIVITIES  
AND A REALLY GOOD TIME, AND  
YOUR COMPANION IS ALWAYS  
THERE TO HELP YOU OUT.

FERDINAND, AGE 10  
CAMP QUALITY KID